King, Valerie A.

From: King, Valerie A.
Sent: Wednesday, August 20, 2003 5:20 PM
To: 'Kimberly Prchal'
Cc: Kelli Hogeland; Peggy Niana; Salvador Obregon
Subject: RE: Final Specific Ads for Marlboro Study

Sensitivity: Confidential

DSS: No

Kim:
Since these three ads have incorporated all of the suggested changes (per my 8/15 e-mail), they are fine to use as proposed. Please proceed with IRB review.

Thanks,
Valerie

-----Original Message-----
From: Kimberly Prchal [mailto:Kimberly.Prchal@mdsps.com]
Sent: Wednesday, August 20, 2003 10:57 AM
To: valerie.a.king@pmusa.com
Cc: Kelli Hogeland; Peggy Niana; Salvador Obregon
Subject: Final Specific Ads for Marlboro Study
Sensitivity: Confidential

Valerie,

Attached is PDF version of the final specific print and radio ads MDS Lincoln is requesting to use for the Marlboro study (AA05624). Kelli has made the requested changes and has chosen the types she feels is best for LNK at this time.

Please review and let us know if all are approved. I will then take to IRB for review and approval.

I know we are looking at the end of the week, but I have to ask, any news on the PHX print and radio ads?

Thanks
Kim

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Source: https://www.industrydocuments.ucsf.edu/docs/pryx0001